

**Abstract of th Disclosure**

When a call to a call center (106) is either enqueued (202) to await an agent or placed on hold (202) by an agent, an applet (98) customized for the caller is sent (210) to the caller's terminal (100) for execution (212) while the call is enqueued or on hold. The length of time that the call will need to be enqueued or on hold is estimated, and the actual time that the call will be on hold (level of service) is negotiated (203-204) with the caller. The caller also selects (203) a desired in-queue experience. An applet is then selected (206) whose execution fits within the negotiated wait time and satisfies the selected in-queue experience. Preferably, the caller is identified (e.g., via the caller's address or identifier), and the applet is further customized (208) for that caller's preferences, e.g., based on previously-gathered and stored information about that caller. The selected applet is downloaded to and executed on (212) the caller's terminal. The applet presents information to the caller or interacts with the caller and possibly gathers information from the caller. A countdown clock function displays (212) how much longer the call will be in queue or on hold. The clock may optionally be updated (218) with changing conditions. When the agent is about ready to take the call, the client is notified (222), and it alerts (223) the caller. When an agent dequeues the call or takes the call off hold, connection (224) of the agent with the client is (re)established. This generally stops execution (205) of the applet, and any gathered information is uploaded (226-228). Conventional operation follows.